



**umdasch**  
THE STORE MAKERS

**PRESS RELEASE**

AMSTETTEN, 3<sup>rd</sup> September 2024

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## **New hansgrohe showroom in Warwick realised by umdasch The Store Makers**

**At the end of April, hansgrohe celebrated the official opening of its new UK headquarters in Warwick. The project was realised by umdasch The Store Makers, who coordinated the conversion of the space as the main contractor and were responsible for the manufacture, delivery, and installation of the shopfitting.**

The newly opened headquarters of leading bathroom products manufacturer hansgrohe in Warwick, near Birmingham, marks a significant milestone in the company's strategic growth plans. The new headquarters is more than twice the size of the company's previous site in Surrey. Alongside a state-of-the-art showroom, the headquarters also houses the new Installer Academy, which will provide specialist training for installers.

### **umdasch: Joining forces for success**

Last year, hansgrohe unveiled a brand new product range, marking the company's first foray into the ceramics, furniture, and mirror sectors. A high-quality and innovative showroom was created over approximately 375 square metres, where customers can see and experience the extended range. The Austrian shopfitters' services for the showroom included value engineering, production, and delivery of the high-quality shopfitting. The umdasch team from the UK then installed the furniture and acted as the main contractors, coordinating all the building trades. This close cooperation between the various umdasch sites contributed significantly to the project's success.

### **Everything for bathrooms and kitchens**

The showroom features exclusive bathrooms and kitchens showcasing new materials, striking surfaces, and practical functions from the AXOR brand. Additionally, it displays innovative hansgrohe bathroom and kitchen taps and showers. The products are arranged in various settings and designs, allowing visitors to test them on site. With options ranging from vibrant colour accents and sophisticated dark tones to light, natural-looking furniture, there's something to suit every taste.

### **Let the water flow!**

Functioning water displays present the leading portfolio of high-quality showers, taps, and accessories from the two brands AXOR and hansgrohe. A particular challenge was enabling the products to be tested on-site, as they require a permanent water connection. To meet this complex requirement, the umdasch team developed and implemented innovative solutions.

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Dennis Grünewald, Sales Director at umdasch, is delighted with the successful project: "The opening of the hansgrohe headquarters in Warwick is a good example of the excellent cooperation and commitment of our teams. We have succeeded in creating a showroom that impresses with its shopfitting quality and functionality and is therefore a perfect match for hansgrohe's premium products".

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umdasch: rooted in craftsmanship, visionary in the digital world, always with a human touch and one goal: to realise successful stores. The Store Makers at umdasch create extraordinary worlds of experience for discerning customers. With their four business units - Multistore Solutions, Premium Solutions, Construction Solutions and Digital Solutions - they serve numerous areas of expertise ranging from Design Consulting & Value Engineering to Project Management, General Contracting and Shop Systems through to Digital Retail. With around 1,300 employees, umdasch is one of the leading shopfitting companies in Europe. The head office is located in Amstetten, Austria. Every year, the company realises over 7,000 shopfitting and 200 general contractor projects. Together with the Doka division, the Umdasch Group is active on five continents with over 170 production, logistics and sales branches. It has been owned by the Umdasch family for 155 years.

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